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UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	:	Group Art Unit:
Chan, L. et al.	:	Not Yet Assigned
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Serial No.: Not Yet Assigned	:	
	:	IBM Corporation
Filed: (Herewith)	:	Intellectual Property Law T81/B503
	:	3039 Cornwallis Road
	:	P. O. Box 12195
Title: SYSTEM AND METHOD FOR	:	Research Triangle Park, NC 27709
PRESENTING PERSONALIZED CONTENT	:	
ON ELECTRONIC COMMERCE WEB	:	
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INFORMATION DISCLOSURE STATEMENT

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Information Disclosure Statement is being submitted in connection with the above-identified application for patent. Applicants submit herewith patents, publications or other information of which they are aware, which they believe may be material to the patentability of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. § 1.56.

While this Information Disclosure Statement may be "material" pursuant to 37 C.F.R. § 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to herein is "prior art" for this invention unless specifically designated as such.

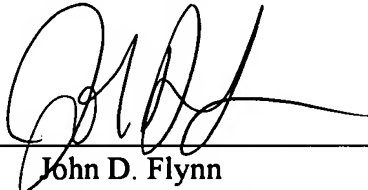
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The attached form, PTO/SB/08A, provides a listing of patents, publications, or other information as required by 37 C.F.R. § 1.98(a)(1).

A copy of each of the items identified on the attached Form PTO/SB/08A is supplied herewith, except for U.S. patents and U.S. patent application publications, for which no copies are being submitted.

Respectfully submitted,

Attorneys for Applicants

By: 
John D. Flynn
Reg. No. 35,137

Docket: CA920030031US1
Phone: 919-254-7468 / Fax 919-254-4330

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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	
Filing Date	
First Named Inventor	Chan, L. et al.
Art Unit	
Examiner Name	
Attorney Docket Number	CA920030031US1

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	A1	US- 5,704,017	12/30/1997	Heckerman, et al.	
	A2	US- 6,041,311	03/21/2000	Chislenko, et al.	
	A3	US- 6,064,980	05/16/2000	Jacobi, et al.	
	A4	US- 6,092,049	07/18/2000	Chislenko, et al.	
	A5	US- 6,266,649 B1	07/24/2001	Linden, et al.	
	A6	US- 6,356,879 B2	03/12/2002	Aggarwal, et al.	
	A7	US- 2003/0131260 A1	07/10/2003	Hanson et al.	
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
	B1	WO 98/33135	07/30/1998	Chislenko, et al.		
	B2	WO 01/33410	05/10/2001	Cooper, et al.		

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Complete if Known	
		Application Number	
		Filing Date	
		First Named Inventor	Chan, L. et al.
		Art Unit	
		Examiner Name	
Sheet 2	of 2	Attorney Docket Number	CA920030031US1

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	C1	"A personalised needs oriented approach to insurance product sales" IBM Res. Discl. 453098 (January 2002)	
	C2	Herlocker, et al., "Explaining Collaborative Filtering Recommendations", Dept. of Comp. Sci. & Eng., Univ. of Minnesota (2000), pp. 241-250	
	C3	Lee, et al., "Learning Automated Product Recommendations Without Observable Features: An Initial Investigation", Robotics Instit., Carnegie Mellon Univ. (April 1995), pp. 1-35	
	C4	Resnick, et al., "GroupLens: An Open Architecture for Collaborative Filtering of Netnews", MIT Center for Coordination Sci. (1994), pp. 175-186	
	C5	Sarwar, et al., "Analysis of Recommendation Algorithms for E-Commerce", GroupLens Res. Group, Dept. of Comp. Sci. & Eng., Univ. of Minnesota (2000), pp. 158-167	
	C6	Shardanand, et al., "Social Information Filtering: Algorithms for Automating 'Word of Mouth' ", MIT Media-Lab, 1995, pp. 1-11	

Examiner Signature		Date Considered	
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